

Pizza Restaurants - US - November 2014

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“The foodservice pizza industry is constantly evolving, which has kept Americans craving the popular item for many years. Pizza operators will need to keep their brand fresh by catering to a changing consumer definition of value and convenience, as well as offering pizzas that are not only completely customizable, but are more ‘personal’ for the customer.” –

Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- Pizza is popular, but could cause wear-out
- Healthful eating can halt pizza orders
- Customization and convenience are not stagnant consumer needs

Pizza foodservice brands have focused on the ways they can make their pizzas more convenient, affordable, and quickly made by eliminating dining rooms, discounting, and delivering pizzas quicker. While these demands are still relevant among consumers, there is a shift toward creating convenience in the pizza category by offering a new dining experience, thanks to fast casual pizza brands and take-and-bake pizza chains. The pizza industry has proven it is still evolving and innovating, but it remains a tight race to see which brands have what it takes to take it to the next level.

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The issues

The implications

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